



WXYZ

## ORDER

Print Date 10/26/12 Page 1 of 3

Flight Dates 10/08/12-10/14/12

<u>Contract / Revision</u>	<b>303435</b>	/	<b>DIBC2 Detroit Int Bridge Co 2012</b>	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	06/29/12	10/17/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash		
				<u>Order Type</u>	GENERAL		
				<u>Billing Cycle</u>	EOM/EOC		
<u>Advertiser</u>	<b>The People Should Decide C</b>		<b>814 King Street - Suite 400</b> <b>Alexandria, VA 22314-3039</b>	<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	<b>Smart Media Group</b>			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	POL	ISS Ballot
<b>814 King Street - Suite 400</b>			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL		
<b>Alexandria, VA 22314-3039</b>			<u>Agency Ref</u>	<u>Priority</u>	P-1		
				<u>Advertiser Ref</u>			

### Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 38% Market Value 140394

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	16%	22463
WDWB	%	0
WJBK	29%	40714
WKBD	4%	5615
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	13%	18251

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	54	\$45,347.50	\$53,350.00	0.00	10/01/12	10/14/12	54	\$45,347.50	\$53,350.00
<b>Totals</b>	<b>54</b>	<b>\$45,347.50</b>	<b>\$53,350.00</b>	<b>0.00</b>					



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DETROIT

## Contract / Revision

303435

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## Hiatus Dates

### Original Date / Rev

06/29/12 / 10/17/12

Order Sep 00:20:00

Advertiser The People Should Decide Product DIBC2 Detroit Int Bridge Co Estimate # C08C14



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## Hiatus Dates

Original Date / Revision 06/29/12 / 10/17/12

Order Sep 00:20:00

Advertiser The People Should Decide Product DIBC2 Detroit Int Bridge Co Estimate # C08C14